

REMARKS

Reconsideration and allowance of the present application are respectfully requested. Claims 1-14 and 43-46 remain pending in the application. Claims 15-42 have been canceled. Claims 47-50 have been added. Support for claims 47-49 appears, for example, at specification page 11, lines 1-7 and page 13, line 26 to page 14, line 18; and for claim 50 at page 8, lines 14-23.

On numbered page 2 of the Office Action, claims 1-14 and 43-46 are rejected under 35 U.S.C. §112, second paragraph, as being indefinite. The Examiner asserts that claim 1 is indefinite because it recites that the communication device interfaces with both the file server and the second server. The objection to claim 1 is respectfully traversed, because Applicant's specification clearly supports information stored at the file server and information stored at the second server being made available to the communications device whenever the communications device downloads the page for display. Note also that specification page 13, lines 19-22 describes an operation whereby a user, via a communications device, can access a file at a banner party's site such that the user can customize a banner that will appear in a web page hosted by a second server. In light of the foregoing comments, withdrawal of the objection under 35 U.S.C. §112, is requested.

Later on page 2 of the Office Action, claims 1 and 44 are rejected under 335 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,336,131 (Wolfe). On pages 3-4 of the Office Action, claims 1-14 and 44-46 are rejected under 35 U.S.C. §103 as being unpatentable over the Wolfe '131 patent in view of U.S. Patent No. 6,643,696 (Davis). In this latter rejection, the Examiner has again

taken "Official Notice" with respect to what is asserted as the "old and notorious use of scrolling, a search function linking to products on a [manufacturer's] site and graphic manuals, as well as the feature of the headlines being stored in a file that is downloaded to a user's site when the user selects the category associated with the headlines." The foregoing rejections, and the unsubstantiated assertions of "Official Notice" are respectfully traversed.

It is respectfully requested that the Examiner provide careful reconsideration of the presently claimed invention, and the distinctions which exist between the present claims and the art relied upon in the Office Action. Neither of the documents referred to by the Examiner teach or suggest the presently claimed invention which includes among other features, causing at least some of the contents of a file (stored on a file server) to appear within a banner displayed within a web page (stored on a second file server) at a communications device whenever the communications device downloads the page for display.

Applicant's Figure 1 shows an exemplary networked computer system wherein communication devices 10a-c are connected to servers 12a-n by a communication network 14 such as the Internet. An exemplary banner published at one site receives content published at a different site, as illustrated in Figure 2. In Figure 2, a web page 20 of web publisher ABC, Inc., whose web site may be hosted on a first server 12a, is illustrated. A banner 24 published on a different web site XYZ Corp., may be hosted on a different server 12c. Instructions within the code for web page 20 are used to display the banner, and include a reference to the source of information for the banner (e.g., an address associated with server 12c), at which a file containing additional code for specifying contents of the banner 24 are resident.

As shown in Figure 3, an exemplary banner can provide access to multiple different services and thereby function as a multi-site/multi-function portal for the user. As shown therein, the exemplary banner 24a includes a menu 30 for affording the user access to various categories of content available through the party which has acquired the right to display and control the contents of the banner.

The foregoing features are broadly encompassed by independent claim 1, which is directed to a method for providing multiple types of content for users of the Internet. Claim 1 recites a step of storing at least one file on at least one file server that provides Internet users with access to a plurality of different types of information and services. Claim 1 further recites establishing a connection between said file and at least one web page that is displayed at an Internet web site stored on a second server; and causing at least some of the contents of said file to appear within a banner displayed within the web page at a communications device whenever the communications device, interfaced with the file server and the second server, downloads said page from the display.

Exemplary embodiments of the present invention can provide numerous advantages that are not realized in the systems described by the documents relied upon by the Examiner. Exemplary embodiments provide a tool for building a network of interconnected Internet sites. By establishing connections between a file stored on a file server and web pages displayed at multiple Internet web sites, multiple web pages displayed at multiple web sites can access common banner content. This can provide increased access to the banner content and decrease the access cost the various web page hosts incur for displaying the banner content. The banner content can include valuable information which numerous web

page hosts would have an interest in displaying to attract interest to their sites. For example, a virtual network of sites can be tied together using a common banner, thus increasing the value of all sites participating in the virtual network.

None of the documents relied upon by the Examiner teach or suggest establishing a connection between a file stored on at least one file server and at least one web page that is displayed at an Internet web site stored on a second server, such that contents of the file appear within a banner displayed within the web page at a communications device **whenever** the communications device, interfaced with the first server and the second server, downloads the page for display. To the contrary, systems and methods described in the patents relied upon by the Examiner transfer information from a server to an end user (e.g., to the desktop computer of an end user), and do not establish a connection between at least one file on at least one file server **and** a web page displayed at an Internet web site stored on a second server.

The Wolfe patent is directed to a system and method for communicating information relating to a network resource. Rather than being a site based system for combining content from multiple servers for display on a user's communications device, the Wolfe patent is a user-focused approach. The Wolfe patent requires that a user on a client computer 902 access another computer, such as web server 904, to download a document to the client 902. The Wolfe patent then requires the user to separately access a computer, such as computer 906 of Figure 5. Referring to Figure 5 of the Wolfe patent and column 6, lines 46-55, information sent by the client to computer 906 includes information regarding the server 904 from which a displayed document has been retrieved as well as the

identity of the document or resource on server 904 that is being displayed at the client 902. Upon receipt of information from the client computer 902, the computer 906 can determine if there is supplemental information available for this particular document as described at column 6, lines 56-65. If so, computer 906 includes the supplemental information in its response to the client 902.

Thus, the client computer 902 of the Wolfe patent separately requests information from multiple servers. In contrast to Applicant's presently claimed invention, the Wolfe patent does not teach or suggest causing at least some of the contents of a file to appear within a banner displayed within a web page at a communications device **whenever** the communications device (interfaced with a file server that stores the file and a second server that stores the web page) downloads the page for display. As such, claim 1 is allowable over the Wolfe patent.

The Davis patent fails to overcome the deficiencies of the Wolfe patent. The Davis patent is directed to tracking client interaction with a network resource, and to creating client profiles and a resource database. The Davis patent describes tracking the time a user spends on a website interacting with an ad banner, and reporting back this information. Column 14, lines 16-57 of the Davis patent describe using this information to permit a server to assemble a web page or target an ad banner based upon a user profile. However, the Davis patent does not teach or suggest causing at least some of the contents of a file to appear within a banner displayed within a web page at a communications device **whenever** the communications device downloads the page for display.

Thus, a combination of features described in the Davis patent with those of the Wolfe patent would have resulted in a mechanism for measuring the

time associated with viewing each page of a website displayed at a client computer 902 of the Wolfe patent. Neither the Wolfe patent nor the Davis patent are directed to networking multiple sites so that content from multiple sites can be combined and accessed by a user's communications device whenever the communications device downloads a web page for display, as recited in claim 1.

As such, claim 1 is allowable. The remaining dependent claims are allowable for reasons already discussed with respect to claim 1. Moreover, these dependent claims recite additional features which further distinguish over the patents relied upon by the Examiner.

For example, exemplary embodiments of the present invention permit a connection to be established between an additional file and an additional web page displayed on a second Internet website, with the content displayed being customized for each website, and provide for leasing of banner space. See, for example, claims 47-50. Because the Wolfe and Davis patents fail to teach the features recited in Applicant's claim 1 combination, these patents also fail to teach or suggest any such ability to customize contents of a file for display as a banner at each of multiple websites or for leasing banner space.

In light of the foregoing, all of Applicant's pending claims 1-14 and 43-50 are allowable over the Wolfe patent, considered alone or in combination with the Davis patent.

All objections and rejections raised in the Office Action having been addressed, it is respectfully submitted that the present application is in condition for allowance and such allowance is respectfully solicited.

Respectfully submitted,

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